

# fashion / calendar

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Ruth Finley, Publisher / issued weekly

April 27, 1964

## 1964

JANUARY	FEBRUARY	MARCH	APRIL
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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 24, 1964</u>			
Thursday April 23 8:30 A.M. Breakfast	PREVIEW OF FALL LINGERIE FASHIONS Fall lingerie collection for press and buyers. By invitation. Contact: Muriel Fleming, MU. 5-8200.	GOTHAM LINGERIE & TOMMIES PAJAMAS	HAMPSHIRE HOUSE THE COTTAGE
Thursday April 23 9:30 A.M. Breakfast	PREVIEW: FUR-LINED COATS AND SUITS "A Safari"--preview of Fall-Winter fur-lined coats, suits, rainwear in wools and suedes, designed by Betti Belmont. By invitation. From April 24 - 30 daily at showroom, 9th floor, 9:30, 11:30 and 3:30, for May/June delivery. Thereafter daily at 9:30, 11:30, and 3:30 for later delivery. For appointment, contact: LO. 5-4632.	STYLE TRENDS, INC. (512 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN CENTRAL PK.W. 67 ST.
Thursday April 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING-SUMMER FASHIONS Showing fashions, available at Lord & Taylor. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.". PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	REMBRANDT (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
April 24	SAKS FIFTH AVENUE RELEASE--"Kip Carpenter" exclusive fashions.(No Preview)		
April 24	ALTMAN RELEASE--New York Boutique for gifts. (Preview by appt. 4th floor.)		
Friday April 24 9:30 A.M. Breakfast	PREVIEW: "COUNTRY PLACE" FASHIONS Bonwit Teller will invite the press to preview their "Country Place" fashions. By invitation. (For Release, Mon., April 27). Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Friday April 24 7:00 P.M. Dinner- Dance	FESTIVAL OF FRAGRANCE DINNER-DANCE Final event of "Festival of Fragrance Week" for benefit of Guideposts for Children, Lenox Hill Hospital, in cooperation with leading department stores, magazines, and fragrance industry. Gala costume parade and perfume bar. Reservations: \$25.00 (tax deductible). Contact: Annette Green Associates, 101 Park Ave., MU. 4-4911.	THE FRAGRANCE FOUNDATION	WALDORF-ASTORIA BALLROOM
April 26	DAYLIGHT SAVING TIME BEGINS (Move clocks ahead one hour).		

### WEEK BEGINNING MONDAY, APRIL 27, 1964

April 27	ALTMAN'S RELEASE--Christian Dior sleepwear. (Preview, April 22)		
April 27	BONWIT TELLER RELEASE--"County Place" fashions. (Pre. April 24--See above).		
April 28	MACY'S RELEASE DATE--"By-The-Sea" fashions. (No Press Show)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 6:00 P.M. Cocktails	PREVIEW: REGENCY TOWERS MODEL APARTMENTS Preview of two Regency Towers ultra-luxury model apartments, duplicated on the store's 5th floor, furnished and decorated by Barbara D'Arcy and staff of Bloomingdale decorators. For the press, by invitation. ( <u>For Release, Wed., April 29</u> ). Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	5TH FLOOR
Wednesday April 29 5:00 P.M. Cocktails	PRESS PREVIEW: "WORLD'S FAIR' OF HOUSEWARES Preview for the press of Macy's "World's Fair" housewares, music, and TV. By invitation. ( <u>For Release, Fri., May 1.</u> ) Publ.: Mary Boyle, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Wednesday April 29 5:30 P.M. Cocktails	SHOWING OF FALL MEN'S SPORTSWEAR "Fall 1964 Sportswear In Action"--with the accent on men's fashions. Show at 6:30. By invitation. Contact: Sanford H. Squires, JU. 6-1212.	SPORTS ILLUSTRATED	TIME & LIFE BLDG. AUDITORIUM
April 30	OHRBACH'S RELEASE DATE--Swim fashions. (No Press Show)		
Thursday April 30 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION "The Olympics of U.S. Knits"--showing of newly-developed fashion concepts in synthetic and natural fibers. Knitwear and swimwear for men, women, and children at forty-sixth annual convention. Tickets: \$7.50 each. Press and buyers by invitation. Producer and Commentator: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, 386 Park Ave. So., MJ. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
Thursday April 30 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: Ferdinando Sarmi; Norman Norell; Donald Brooks; John Moore; Rudl Gernreich; Pembroke Squires of Cabana; Don Simonelli of P.R.L.; Chester Weinberg of Teal Traina; David Kidd of Arthur Jablow; Anthony L. Mito of Arkay; Jacques Tiffeau of Tiffeau-Busch. Prices: \$3.00 (afternoon); \$3.00 and \$6.00 (evening, all seats reserved). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
Thursday April 30 4:30 P.M.- 6:00 P.M.	PRESS SHOWING OF ITALIAN FASHIONS "The Italian Way"--fashions presented by Lord & Taylor. By invitation. ( <u>For Release, Fri., May 1</u> ). Publicity: Gloria Carr, WI. 7-3300, Ext. 324.	LORD & TAYLOR	5TH FLOOR
May 1	MACY'S RELEASE--"World's Fair" housewares. (Preview, April 29--See Above)		
Friday May 1 9:00 A.M. Breakfast	PREVIEW FOR BEAUTY EDITORS Special preview to present "Young Lady Esther" new makeup at a champagne breakfast. For the press, by invitation. Publicity: Marjorie Needham at Taplinger Assoc., PL. 2-7722.	LADY ESTHER BEAUTY PRODUCTS	HOTEL GOTHAM PETITE BALLROOM
Sunday May 3 6:00 P.M. Dinner	PREVIEW: FALL FASHIONS IN LOS ANGELES Helga will preview their Fall collection at dinner showing. By reservation. Contact: Walter Oppenheimer, MA. 7-0806(L.A.).	HELGA (722 SO. LOS ANGELES ST.)	BEVERLY HILLS HOTEL



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Sunday May 3	FALL OPENINGS IN CALIFORNIA May 3: 10:30 A.M. Lee Herman; 1:30 P.M. Elis Porter; 4:30 P.M. Michael Novarese; 6:00 P.M. Helga. May 4: 8:30 A.M. Stanley Nelson; 10:30 A.M. Marusia; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose. By Appointment: Mike Anthony; Adele of California; Wayne Fuller; Michaelson Inc.; M. Nadler; Oscar of Beverly Hills. May 5: 9:00 A.M. Peggy Hunt; 10:30 A.M. Couture West; 4:30 P.M. Georgia Bullock; 8:00 P.M. Cooper Couture. Contact: Barbara L. Trister, 819 Santee St., L.A. MADison 2-3654.	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
May 4	BEST'S RELEASE DATE--"Frost White" collections. (No Press Show).		
Monday May 4 1:30 P.M.	FALL FASHIONS IN LOS ANGELES Travilla will present his Fall fashions. By invitation. Contact: William Sarris, OL. 2-0723 (L.A.).	TRAVILLA (853 N.LA CIENGA, L.A.)	BEVERLY WILSHIRE LE GRAND TRIANON
Monday May 4 4:30 P.M.	OPENING: FALL FASHIONS IN CALIFORNIA Preview of Irene's Fall collection. By invitation. Contact: Barbara Trister, MADison 6-3187 (Cal).	IRENE, INC.	3550 HAYDEN AVENUE CULVER CITY, CAL.
Monday May 4 6:00 P.M.	FALL FASHIONS IN LOS ANGELES Bud Kilpatrick will present his Fall fashions. By invitation. Contact: BR. 2-1178(L.A.). Publicity: Eleanor Lambert, (N.Y.) MJ. 8-2130.	BUD KILPATRICK (2139 STONER, WEST L.A.)	BEVERLY HILLS HOTEL CRYSTAL ROOM
Beginning Monday May 4	OPENING: FALL FASHIONS IN LOS ANGELES Wayne Fuller will present his Fall collection of dresses and costumes. By appointment. Contact: Dick Steiner, MA. 7-5461(L.A.).	WAYNE FULLER, INC.	122 EAST 7TH STREET SHOWROOM - 12TH FLOOR
May 5	ALTMAN'S RELEASE DATE--Graduation dresses. (No Press Show).		
Wednesday May 6 4:00 P.M. Cocktails	PRESS PREVIEW OF CHILDREN'S COLLECTION Premier showing of children's sportswear collection, designed by Greta Plattrry. For press and buyers, by invitation. Publicity: Rosemary Sheehan, MJ. 5-1280. Thereafter, daily at showroom, 112 West 34th St., Room 2512, by appointment. Contact: Jean Kaye, CH. 4-4420.	GRETA PLATTRY YOUNG COUNTRY WEAR	HOTEL DELMONICO THE COLONNADES
Thursday May 7 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS AT LUNCHEON SHOWING Spring-Summer fashions, available at Miss Bergdorf. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept." PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	ANNE FOGARTY, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
May 12	MACY'S RELEASE DATE--Junior Summer sportswear. (No Press Show)		
Tuesday May 12 10:30 A.M.	OPENING OF FALL SUIT COLLECTION Complete Fall collection of Fibranne suits of twistspun, double knits, and wool. Showings at 10:30, May 12, 26, June 2, 9, 16, 23. By reservation. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 12 2:30 P.M.	PREVIEW OF FALL COLLECTION Shirts, skirts, pants, separates, and knits. By invitation. Continuous daily showings thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 12 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Forty-first annual fashion showing of original designs by students; fabrics with cooperation of the textile industry. Commentator: Edith Burke. Tickets: \$3.00, afternoon; \$5.00, evening, reserved; \$3.00 unreserved. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	PARK SHERATON HOTEL BALLROOM
Tuesday May 12 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Designs by students at their sixty-fourth annual fashion show. <u>Show at 4:30 P.M.</u> By invitation. Contact: Fashion Division, MA. 2-2200, Ext. 383.	PRATT INSTITUTE (BROOKLYN)	JUDSON HALL 165 WEST 57TH STREET
Wednesday May 13 10:30 A.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Lawrence of London will present their Fall collection of couture rain- wear. By invitation. Thereafter, June 2, 3, 4, 8, 10, 11 at 4:00 P.M. By reservation. Publicity: Peg Mathews, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 13 4:00 P.M. Cocktails	PREVIEW OF FALL PETITE FASHIONS Preview of Petti 4's Fall custom-sized petites ensembles and one-piece dresses. For press and buyers, by invitation. Continuous daily there- after. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 13 4:00 P.M. Cocktails	TWELFTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--featuring fashions by this year's and past winners of awards. Cotton award for this year will be presented to Anne Klein of Junior Sophisticates. <u>Show at 4:30.</u> By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
Thursday May 14 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview for the press of children's import collection. By invitation. (For Release, Fri., May 15.) Publicity: Mary Ann Crenshaw, OX. 5-4000.	OHRBACH'S	6TH FLOOR
Thursday May 14 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING Subject: "Children on the Go"--Speaker: Bill Adler, editor of "McCall's", humorist and author. Co-chmn: Susan Rolontz(commentator) of Tobe Assoc.; & Marcelle Burnham of "McCall's". Prices: \$8.00, members; \$12.00 guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday May 14 4:00 P.M. Cocktails	PRESS PREVIEW: JUNIOR SPORTSWEAR Premiere showing of White Stag's junior sportswear, <u>featuring a special collection, designed by John Weitz.</u> <u>Show at 4:30.</u> For press and buying offices, by invitation. Contact: BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL DELMONICO CRYSTAL ROOM
May 18	MACY'S RELEASE DATE--Children's "By The Sea" fashions. (No Press Show)		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 19 8:30 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC Tenth annual back-to-school subteen fashion and merchandising clinic-- complete presentation of publicity campaigns and sub-teen style show forecast. <u>Admission by ticket only for trade, press, and merchandisers.</u> Publicity: Pat Di Sernia, Fashion and Merchandising Director--The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	STATLER-HILTON HOTEL BALLROOM
Tuesday May 19 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of late day and formal fashions. By invitation. Thereafter, June 2 and 9 at 1:30, by reservation. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday May 20 9:00 A.M. Breakfast	FASHION SHOW: CITY'S 300TH ANNIVERSARY New York City's 300th anniversary celebration and fashion presentation, in cooperation with Alyssa Originals. By invitation. News contact: Gagen Assoc., OR. 9-6996. Fashion Publicity: Eleanor Lambert, MU.8-2130.	DEPT. OF PUBLIC EVENTS- CITY OF NEW YORK	ROCKEFELLER CENTER PROMENADE CAFE
Tuesday May 21 2:30 P.M.	PREVIEW OF FALL SUITS AND COSTUMES Fall suits and costumes, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.	BRIARBROOK SUITS	512 SEVENTH AVENUE
Thursday May 21 2:30 P.M. Cocktails	OPENING OF FALL DRESS COLLECTION Preview for the press and resident buyers, by invitation. Beginning Monday, May 25, through June 4, daily except Friday at 10:30. There- after, Monday through Wednesday at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 21 4:30 P.M. Cocktails	FALL FASHION SHOW AND PRESENTATION Fall fashions for toddlers, girls, pre-teens, and boys. <u>Show at 5:00 P.M.</u> By invitation. Contact: Jeanette Butzell, MJ 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	STATLER HILTON HOTEL BALLROOM
Monday May 25- June 19 8:30 A.M.- 6:00 P.M.	FASHIONS FROM AUGUST COLLEGE ISSUE "Perfect College Shop"--continuous showings of college fashions, includ- ing ideas for selling and display. Informal modeling at 8:30 A.M., 12:30 and 5:00. Reservations--breakfast and luncheon: MJ. 9-5900, Ext. 469.	GLAMOUR MAGAZINE	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday May 25 10:30 A.M.; 11:30 A.M.	OPENING: FALL COLLECTIONS Showings--Leonard Arkin, May 25, June 1, 8 at 10:30; Andrew Arkin May 25, June 1, 8 at 11:30. Publicity: Judy Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 25 3:30 P.M.	ANNUAL FALL FASHION SHOW Milliken will present Fall fashions at 3:30 P.M., on May 25 and June 1. Breakfast showings: May 26, 27, 28, June 2, 3, 4, 5, 8, 9, 11, 12. <u>By invitation and ticket only.</u> Fashion & Publicity Director: Doris Van Patten, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 25 8:00 P.M. Supper	ANNUAL FASHION SHOW: FORMAL SUPPER DANCE Fashion presentation at 8:00 P.M., followed by supper and dancing. Subscription (tax deductible): \$100.00 per person for benefit of "Educational Foundation for the Apparel Industry." Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
Tuesday May 26 4:00 P.M. Cocktails	GALA PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Nina Ricci, Paris. By invitation. Thereafter, June 2, 8, 10, 15, 17 at 12:00 Noon. By reservation. Contact: Marta Schreiber, CH. 4-2270.	MADemoiselle RICCI FOR MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday May 27 10:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Jack Sarnoff's Fall collection of coats and suits, designed by Molly. By invitation. Thereafter, June 2, 4, 9, 11, 16 at 10:00 A.M. By reservation. Contact: PE. 6-7121. Publicity: Alene Burt, MJ. 4-7350.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 27 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Philippe Tournaye. By invitation. Showing thereafter, June 3, 4, 9, 10, 11 at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 27 2:30 P.M. Cocktails	PREVIEW: FALL JUNIOR DRESS COLLECTION For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYETTE, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 28 12:00 Noon Luncheon	INTIMATE APPAREL LUNCHEON MEETING Co-chmn: Rosalind Starkman, Bloomingdale's and Marian Sherwood, of "Vogue Magazine". (Prices in a later issue). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
May 30	MEMORIAL DAY (Saturday)--Legal Holiday.		
Monday June 1 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 1 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Helga will preview their Fall fashions. Show at 4:30. By invitation. Thereafter showings in private suite, by appointment. Contact: Walter Oppenheimer, MADison, 7-0806 (L.A.).	HELGA	HOTEL GOTHAM
Monday June 1 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL, 1964 Formal dinner and fashion show in tribute to American designers, featuring costumes in Du Pont fibers from the N. Y. Couture Group. Preview of trend-setting styles for Fall, 1964. Cocktails--6:30, Terrace Room; Dinner--8:00, Ballroom, followed by show. For retail store executives, buyers, and press. By invitation only. Contact: Trade, Joy Diamond, 971-4326; Press, Mabel Henderson, 971-4375.	DU PONT COMPANY	HOTEL PLAZA BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION Continuous daily showings of Fall coat collection.	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR LO. 4-6886.
June 2	PRIMARY DAY.		
Tuesday June 2 8:00 A.M. Breakfast	FASHION SHOW AND BREAKFAST "The Girl Game"--presenting back-to-school fashions for August, modeled by Ingenue's own reader models. Show at 8:45. Commentator: Ann Dickson. By reservation. Tickets: \$3.50. Contact: Peg O. Benson, YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	HOTEL BILTMORE MUSIC ROOM
Tuesday June 2 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Showings at 10:00 A.M., June 2, 4, 9, 11, 18. By reservation. Contact: LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 2 10:00 A.M.	OPENING: FALL COATS AND SUITS Showings June 2, 4, 9, 11, 16, 18 at 10:00 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Showings: June 2, 5, 9, 10, 12, 16, 18 at 10:30 A.M. By reservation. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Nick Savage at 10:30 A.M., June 2, 3, 9, 10, 11, 16. By reservation. Contact: Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Andrea A, featuring Mademoiselle Arlette, showings June 2 and 9 at 10:30. Publicity: Judy Farr, WI. 7-5324.	ANDREA A; MADEMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 2 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall-Winter coats, suits, ensembles, designed by David Kidd. Showings at 11:30, June 2, 4, 8, 10, 16. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MJ. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 2 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION By invitation. Thereafter showings, June 3, 4, 9, 10, 11 at 11:30 A.M. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 2 12:30 P.M. Luncheon	GRADUATION LUNCHEON Executives from the fashion field will attend the School's 27th graduating class; presentation of alumnae awards. By invitation. Contact: Lorraine Helfont, TR. 9-4644. Publ.: Harold Imber, Constance Hope Assoc., PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 1:00 P.M.	OPENING: FALL COLLECTION Showings at 1:00 P.M., June 2, 3, 9, 10, 16. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday June 2 1:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection, June 2, 3, 4, 5, 9, 10, 11, 16 at 1:00 P.M. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday June 2 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of Fall coats June 2, 3, 4, 8, 10 at 2:00 P.M. By appointment. Contact: Mrs. Jay Lo Pinto, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 2 2:15 P.M.	OPENING OF FALL COLLECTION Paul Parnes' Fall collection, designed by Fernando Bosc and Earl Luick at 2:15, June 2, 4, 8, 9, 10, 15, 17. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday June 2 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 3, 4, 9, 10, 11, 16, 17, 18 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358. Publicity: Ann Silver of Pennoyer Assoc., MU. 2-6480.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday June 2 4:00 P.M. Reception	TWENTY-NINTH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August 1964 college issue. Merchandise exhibit and reception 4:00 P.M. <u>Showing promptly at 5:00.</u> Tickets: \$12.00, by invitation. (Special buses, Metropolitan Opera, West 39th St. & B'way, from 3:30; last bus at 4:45.) Contact: Lenore Benson, MU 9-5900, Ext. 653.	MADemoisELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 2 4:00 P.M.	OPENING OF FALL COLLECTION Showing at 4:00 P.M., June 2, 4, 8, 9, 10, 16. By appointment. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 2 4:30 P.M. Cocktails	PREVIEW OF FALL COLLECTIONS <u>Show at 5:00 P.M.</u> For press and buyers, by invitation. Daily informal showings beginning Wed., June 3 at showroom, 1400 Broadway, 27th floor. Contact: Claire Suratt, CH. 4-4131. Publicity: Florence Judson, LA.4-2640.	YOUNG VIEWPOINT FASHIONS; YOUNG VIEWPOINT KNITS	500 CLUB 500 SEVENTH AVENUE
Wednesday June 3 11:30 A.M.	OPENING: FALL COATS AND SUITS Showing of Fall coats and suits, June 3, 9, 11, 15, 17 at 11:30. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday June 3 12:00 Noon	PREVIEW OF FALL COLLECTION By invitation. Thereafter at showroom, June 4, 9, 10, 11, 16, 18 at 12:00 Noon. By reservation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ (550 SEVENTH AVENUE)	MAJESTIC THEATRE 245 WEST 44TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 3 1:00 P.M.	OPENING OF FALL COLLECTION Showings: June 3, 4, 8, 9, 10, 15, 16, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday June 3 2:30 P.M.	OPENING: FALL COLLECTION Fall collection at 2:30, June 3, 9 and 18. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 3 2:30 P.M.	PREVIEW OF FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. Contact: Herman Susskind, CH. 4-7551.	QUALITY FURS- MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 3 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Buyer showings: June 4, 8, 11, 16, 18 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly at 5:00 P.M.</u> For retail stores, by invitation. Tickets: \$10.00. Contact: Key Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
Wednesday June 3 4:30 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Preview of Irene's Fall collection. For press and buyers, by invitation. Thereafter, by appointment, in private suite. Contact: Barbara Trister, Madison, 6-3187. (L.A.).	IRENE, INC.	SAVOY-HILTON HOTEL
Thursday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS Daytime, cocktail, and evening fashions at 12:00 Noon, June 4, 9, 11. By reservation. Contact: Beatrice Morett, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 4 2:30 P.M.	OPENING: FALL COLLECTION Showings: June 4 at 2:30 and 5:00; June 9, 11, 16, 18 at 2:30; June 24 at 10:30. By reservation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Junior fashions, designed by Betty Carol. By invitation. Thereafter, June 9 and 10 at 2:00 P.M., at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MJ. 8-2130.	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Thursday June 4- June 20	PREVIEW: LONDON FASHIONS IN NEW YORK Frederick Starke will present his Fall collection of suits, ensembles, sportswear, cocktail and evening dresses. Continuous daily showings, by appointment. Contact: TE. 8-800.	FREDERICK STARKE, LTD. (31 BRUTON ST., LONDON)	HOTEL PIERRE SUITE 415



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEY BY</u>	<u>WHERE</u>
Friday June 5 9:00 A.M. Coffee	PREVIEW OF FALL- WINTER FALL FASHIONS Presentation of the Christian Dior Fall-Winter fur collection; also the Laurence H. Kaye collection. By invitation. Thereafter at 10:30 and 2:30. Contact: Rose Ciacci, OX. 5-8340.	CHRISTIAN DIOR & LAURENCE KAYE FURS	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday June 5 11:00 A.M.	SHOWING OF FALL COLLECTION Thereafter June 9, 10, 15 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 8 10:30 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Presentation of "Christie Originals" fur collection. By invitation. Commentator: Mia Grau, PL. 5-1127. Trade showings, beginning Tues., June 9, daily at 10:00 A.M. and 2:00 P.M. Publ.: Fredy Schey, TR. 9-9881.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 8 12:00 Noon	OPENING OF FALL COLLECTION Showings at 12:00 Noon, June 8, 9, 10, 11, 15, 16, 17, 22. By reserva- tion. Contact: IW. 4-0454.	GEOFFREY BEENE, LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday June 8 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Bill Blass. By invitation. Showing thereafter, June 9, 10, 11, 16, 17, 18, 23, 25 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 8 7:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Trade showings June 9, 10, 11 at 3:00 P.M. By reserva- tion. Publicity: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 9 9:00 A.M. Breakfast	FUR COLLECTION BY BETTY YOKOVA Betty Yokova's high-fashion collection, designed for Neustadter Furs. Show at 9:30. By invitation. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, LA. 4-3365.	NEUSTADTER FURS	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 9 10:00 A.M.	OPENING OF FALL COLLECTION Showings June 9, 10, 11, 16, 17, 18 at 10:00 A.M. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 9 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's wholesale Fall-Winter fur collection. By invita- tion. Thereafter by appointment. Contact: Mr. A. Grauer, LO. 5-5832.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 9 11:30 A.M.	OPENING OF FALL COLLECTION Preview of Fall collection, designed by Shannon Rodgers. By invitation. Continuous daily thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Anthony Blotta's Fall collection June 9, 11, 16 at 2:30 P.M. By reservation. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 9 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Preview for press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 10 at 2:30 P.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 9 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of dresses, blouses, coordinates, and sweaters. By invitation. Continuous daily thereafter at showroom. Contact: OX. 5-4270. Publicity: Sara Pennoyer, MJ. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Showings June 9, 11, 16 at 4:00 P.M. By reservation. Contact: Sally Wolfe, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 9 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747.	ROSSINO-ANGELA, LTD.	30 WEST 57TH STREET SALON - 3RD FLOOR
Wednesday June 10 9:00 A.M. Breakfast	FALL-WINTER FURS BY LILLY DACHE Fall-Winter fur fashions, designed by Lilly Dache for Wells-Treister. By invitation. Continuous daily thereafter at showroom, 3rd floor. Contact: Melvin Treister, PE. 6-7681. Publicity: Eleanor Lambert, MJ. 8-2130.	WELLS-TREISTER CO. (345 SEVENTH AVENUE)	HOTEL REGENCY BALLROOM
Wednesday June 10 10:30 A.M.	OPENING: FALL-WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to buyers. Repeat showings, June 11 and 12 at 10:30 A.M. By reservation. Contact: BR. 9-C633. Publicity: McGeehan & O'Connor Assoc., PL. 9-8150.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Wednesday June 10 5:00 P.M. Cocktail	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Preview of Fall collection. By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, BR. 2-1178 (L.A.). Publicity: Eleanor Lambert, MJ. 8-2130.	BUD KILPATRICK (2139 STONER, WEST L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 10 9:00 P.M.	PREVIEW OF FALL FASHIONS For press and buyers, by invitation. (Black Tie). Also, Tues., June 16 at 5:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Thursday June 11 2:30 P.M.	OPENING: FALL FUR COLLECTION Showing for buyers of Ritter's wholesale fur collection. Thereafter, at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MJ. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR



# CALENDAR FOR 1965

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
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17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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							30	31												
JULY							AUGUST							SEPTEMBER						
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11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
OCTOBER							NOVEMBER							DECEMBER						
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17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				